

## CLAIMS:

1. An elongated display fiber (1) comprising a plurality of electro luminescent pixel elements (2) distributed along the length of said fiber (1), characterized in that it further comprises: an electrical conductor matrix (3) consisting of intersecting row ( $R_1$ - $R_n$ ) and column ( $C_1$ - $C_n$ ) conductors disposed along the length of said fiber (1); an electrical  
5 connection (4) between each said intersection of said row ( $R_1$ - $R_n$ ) and column ( $C_1$ - $C_n$ ) conductors and a respective one of said electro luminescent pixel elements (2) whereby each respective said electro luminescent pixel element (2) can be caused to emit light through selective application of electrical signals to a respective combination of one of said row ( $R_1$ - $R_n$ ) conductors and one of said column ( $C_1$ - $C_n$ ) conductors.  
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2. The elongated display fiber (1) of claim 1, characterized in that it further comprises a respective electrical connection (5) to each of said row ( $R_1$ - $R_n$ ) and column ( $C_1$ - $C_n$ ) conductors brought to at least one end of said fiber (1).
- 15 3. The elongated display fiber (1) of claim 1, characterized in said electrical conductor matrix (3) being of a transparent material, preferably indium tin oxide (ITO).
4. The elongated display fiber (1) of claim 1, characterized in said electrical conductor matrix (3) being slanted around said fiber (1), preferably at a slanting angle close  
20 to  $180^\circ$ .
5. The elongated display fiber (1) of any one of claims 2 to 4, characterized in said fiber (1) being a polymer fiber.
- 25 6. A display apparatus (6), characterized in that it further comprises at least one elongated display fiber (1) according to any one of the preceding claims and an associated display driver means (7).

7. The display apparatus (6) of claim 6, characterized in that it further comprises a plurality of said fibers (1) disposed in a side by side arrangement to define a viewing surface of said display apparatus (6).

5 8. The display apparatus (6) of claim 7, characterized in that it further comprises a substrate on which said plurality of fibers (1) are disposed in said side by side arrangement.

9. The display apparatus (6) of claim 6 characterized in that it further comprises a plurality of said fibers (1) disposed as an array of essentially parallel fibers (1).

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10. The display apparatus (6) of claim 6 characterized in that it further comprises a plurality of said fibers (1) disposed in a warp or weft of a fabric.

11. The display apparatus (6) of claim 6 characterized in that it further comprises a  
15 plurality of said fibers (1) disposed as meandering fibers (1) in a fabric.

12. The display apparatus (6) of any one of claims 10 or 11 characterized in said fabric being a textile.